



*Helping farmers grow a better future*



**SUCCESS**  
together

**MANAGEMENT CONFERENCE**  
SYDNEY 2024

# OUR VALUES



## LEGENDARY SERVICE

We make it happen with expert knowledge, positive energy and a safety-first mindset.



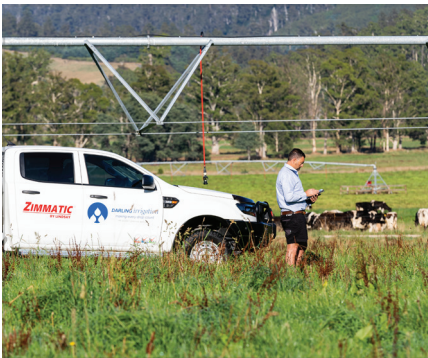
## THINK DIFFERENTLY

We always search for ways to do and be better.



## MATESHIP

We are one team, we back each other and embrace the power of partnerships.



## ROCK SOLID

We are honest and reliable, we do what we say we will do and we do it well.



## OWN IT

We are accountable, we own the outcomes of our actions and decisions.

# WELCOME



Welcome to Our Inaugural Management Conference:

## ***Success Together***

It gives me great pleasure to welcome you all to Sydney for AGnVET's inaugural Management Conference. With nearly 100 members of our management team from across our business gathered here, this is a unique opportunity for us to come together and reflect on our shared past and future journey.

Our conference theme, ***Success Together***, underscores the immense potential we unlock when we collaborate across every facet of AGnVET. Over the next three days we will focus on our Strategic Priorities: People & Safety, Sow & Grow Our Footprint, Customer & Community Success, and Operational Excellence.

We've assembled an impressive lineup of speakers, both external and internal, who will educate, challenge, and inspire us. These sessions are designed to equip you with the tools and insights you need to excel in your roles and lead your teams with confidence.

Our purpose—***Helping Farmers Grow a Better Future***—and our vision to remain the ***Australian farmers' preferred agribusiness partner for a sustainable future***, guide every decision we make.

I'm proud of our company values—***Legendary Service, Thinking Differently, Mateship, Rock Solid, and Owning It***. These are not just words, but principles we live by every day. Together, we maintain our position as a leading Australian agribusiness, dedicated to supporting our farmers with the comprehensive rural supplies, agronomy, animal production, and water and irrigation services they need to thrive.

As a proudly independent, Australian-owned company, our purpose, vision, values and strategic priorities are clear. It's all of us who deliver on these promises, ensuring the success of our customers and communities.

I encourage you to actively engage over the next three days. On behalf of your Leadership Team, I hope you enjoy the conference and find it both enriching and rewarding.

Remember, our ***Success Together*** is more than just a theme—it's our way forward.

Regards

A handwritten signature in black ink, appearing to read 'M. Giffin'. The signature is fluid and cursive, with a large 'M' and a long, sweeping tail.

**Mark Giffin**  
MANAGING DIRECTOR

Tuesday 20<sup>th</sup> August

08:15	Opening Video	
08:20	Conference Chair Introduction	David Morey
08:30	<b>Opening Address</b>	Mark Giffin
09:15	<b>Safety - Why It Matters</b>	Rebecca De Pinto, Alex Greetham, Carla Devine , Steve Walker
09:45	<b>Safety – Panel Session</b>	Sam Maroulis
10:30	<i>Wellbeing Break</i>	
11:00	<b>Psychological Safety as your Performance Advantage</b>	Fleur Heazlewood
12:00	<b>Safety – What We Can Do Differently</b>	Rebecca De Pinto
12:30	<i>Lunch &amp; Connection</i>	
13:30	<b>High Performing Teams: Creating a Strong Foundation through Values</b>	Alicia Lykos
15:00	<i>Wellbeing Break</i>	
15:30	<b>Department Key Priorities</b> <ul style="list-style-type: none"> <li>• Finance</li> <li>• Supply Chain</li> <li>• IT</li> <li>• Marketing</li> <li>• People, Safety &amp; Culture</li> </ul>	Carla Devine Paul Gerrard Spiro Kambouris Cameron Beamish Rebecca De Pinto
15:55	<b>Employee Engagement Survey</b>	Rebecca De Pinto
16:10	<b>Self-Reflection Action Plan</b>	David Morey
16:15	Wrap Up & Close	David Morey
16:20	<i>Free Time</i>	
17:15	Meet in Novotel Foyer and walk to King Street Wharf for Harbour Cruise <b>PLEASE ENSURE YOU ARE ON TIME</b> <b>BOAT DEPARTS 5:45PM SHARP</b>	
17:45	<b>Harbour Dinner Cruise</b> <b>Guest Supporting Suppliers</b>  <b>Guest Speakers:</b> Michael Walker & Mark Giffin – <b>Fireside Chat</b> (moderator: Brendan Kelly) Adam De Mamiel - <b>Boys to the Bush</b> Gus Worland - <b>Gotcha4Life</b>	Paul Gerrard
22:00	Harbour Cruise returns King St Wharf	



# GUEST SPEAKERS

## Fleur Heazlewood

Blueberry Institute - Founder

Fleur Heazlewood is a leadership expert, speaker, and founder of the Blueberry Institute. She brings over 20 years' leadership experience including as CEO, and leading many successful organisational turnarounds, restructures, and positive culture changes.

Fleur partners with leaders to create healthy, resilient, and high-performing work and teams. She has trained and mentored over 3000-people in positive leadership, mental health mastery and future-fit resilience skills building. She is also a Master Instructor in Mental Health First Aid. Her first book Resilience Recipes, a practical guide to better personal wellbeing won best Health and Wellbeing Book for 2022. Her follow up book Leading Wellbeing - A leaders guide to mental health conversations at work, recently won gold for the business category at the international non-fiction book awards.



## Alicia Lykos

Founder and Chief Talent Optimiser at Red Wolf Group

Red Wolf Group enables organisations to leverage human analytics to grow employee engagement, manage their people, create high-performing teams, drive accountability, and successfully recruit and retain the right people.

Since starting Red Wolf Group in 2016, Alicia has been a trusted advisor to CEO's and HR teams across a broad range of industries including Agriculture, Manufacturing, Trucking and Logistics, and Professional Services. Her expertise has made a significant impact on businesses by helping them build cohesive teams that thrive in dynamic and demanding environments.

As a Premier Partner of The Predictive Index, Alicia brings scientific precision to developing high-performing teams and nurturing authentic leadership skills. Her impact resonates through her role as a prominent speaker, where she has empowered over 900 CEOs with the knowledge to think differently about their people and positively shape the future landscape of their organisations.

Alicia takes a value-driven approach to her work, providing tactical and actionable outcomes that enable organisations to deliver real impact and grow their people and workforce in a way that is everlasting and enduring.

In 2023, Red Wolf Group was Highly Commended in the AITD Excellence Awards for the categories: Best Leadership Development Program and Best Capability Building Program. This recognition is a testament to Alicia and her team's commitment to excellence and their unwavering dedication to elevating the potential within every leader."







# DINNER GUEST SPEAKERS

## Michael Walker

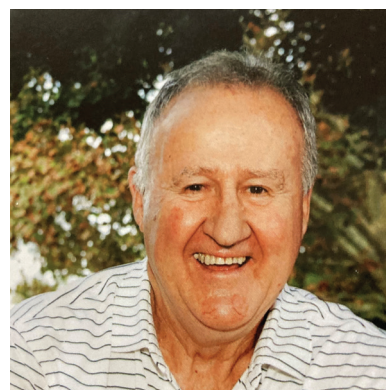
Michael joined his father, Darda's business when he left school in 1965 and worked in the business for the next 55 years, his only absence was when he was conscripted for two years national service.

Michael predominately focussed on customer relationships, procurement and ensuring we had good relationships with our suppliers.

In 2005 Michael stepped back from the day to day operations of the business and remained as a director on the AGnVET board until 2019.

Michael says, its been a wonderful business to work in and its now very satisfying to have Andrew and Steven in the business.

It will be great to hear some stories of old and how a lot of hard work, some luck and a bit of fun on the way has resulted in the AGnVET business of today.



## Adam DeMamiel

CEO and Co-founder - Boys to the Bush

Adam DeMamiel is the CEO and Co-founder of Boys to the Bush, a registered not-for-profit and community-based Charity dedicated to helping disengaged young males. Guided by the motto "It's easier to build a strong boy than repair a broken man," Adam leads the organisation in implementing preventative and early intervention strategies.

Boys to the Bush has effectively engaged and improved outcomes for some of the community's most vulnerable youth. The organisation offers a variety of programs aimed at supporting boys in their journey to becoming better men. Boys to the Bush operate hubs in ten communities across New South Wales and Victoria.



## Gus Worland

Gotcha4Life

The seeds for Gotcha4Life were sown the day Gus' life changed forever, when another one ended. His good friend Angus, 53 - a mentor and father figure - took his life. Angus seemed to have it all. A beautiful family, great job, the friendship of many. But inner worries were eating away at him and he never said a word to anyone.

Sadly, over 3,000 people take their own lives each year - that's 9 Australians every day, 7 men and 2 women. Gus was devastated by the tragic loss of his mate and by the alarming statistics and decided to take action. Refusing to stay silent, one morning he shared his feelings openly on Triple M's Grill Team. His honesty resonated, encouraging listeners to voice their own concerns, and creating a wave of empathy and understanding.

Through the life-changing 'Man Up' documentary series and insights gathered from thousands of interviews, he lifted the lid on the relationship between masculinity, social isolation, mental health and suicide.

And so in 2017, he established Gotcha4Life.

Now Australia's foremost mental fitness foundation, Gotcha4Life's work has positively impacted the lives of thousands, inspiring and enabling individuals, families and communities to take action to build their mental fitness to be better equipped to deal with life's inevitable ups and downs.





# AGnVET

*Helping farmers grow a better future*

AGnVET is a leading Australian agribusiness group dedicated to offering a comprehensive range of rural supplies, specialist services in agronomy, animal production, water and irrigation.

*As a proud, independent Australian-owned company, AGnVET's mission is to support rural Australia through every season, ensuring farmers have the tools and expertise they need to thrive.*



For us, customer and community success is more than just a statement, it's a philosophy ingrained in our core values.

*We believe in being connected to our local people and being part of the heartbeat of our communities through our network of local businesses.*



*Wednesday 21<sup>st</sup> August*

08:15	Opening Video	
08:20	Conference Chair Opening	David Morey
08:25	<b>Keynote Speaker</b> Key Trends in Global Agriculture	<b>Rob Kaan</b> , Corteva APAC Marketing and Commercial Effectiveness Director
09:25	<b>Department Key Priorities</b> • Regions • Water • Field Services	Steve Walker Sam Maroulis Alex Greetham
09:50	<b>Value &amp; Pricing</b>	Rusty Horinek
10:30	<i>Wellbeing Break</i>	
11:00	<b>It's More Than Price – Panel Session</b>	Rusty Horinek and Brendan Kelly
11:50	<b>Overview of Industry &amp; AgLink</b>	Andrew Maughan - Chairperson AGnVET & AgLink
12:15	<b>AgLink Branch Manager Canada 2023 Exchange</b>	Brett Honeysett
12:30	<i>Lunch &amp; Connection</i>	
13:30	<b>Mastering the Art of Rural Sales Psychology</b>	St John Craner
15:30	<b>Self-Reflection Action Plan</b>	David Morey
15:35	Wrap Up & Close	David Morey
15:40	<b>Group Photo</b>	Cameron Beamish
16:00	<i>Wellbeing Break / Free Time</i>	
18:00	Meet at Hotel Entrance	
18:10	Walk to Helm Bar	
18:30	<b>Dinner:</b> Helm Bar	

# GUEST SPEAKERS

## Rob Kaan

APAC Marketing and Commercial Effectiveness Director –  
Corteva Agriscience™

Currently based in Sydney, Australia, Rob is responsible for the marketing and commercial effectiveness of the Corteva Agriscience business across the Asia Pacific Region.

Rob has worked in Agricultural businesses since 1998. He spent the first part of his career in commercial roles in Sydney, Perth and regional locations such as Tamworth and Moree, NSW before relocating to the United States in 2007 to lead global product portfolios.

In 2009, Rob relocated to Kuala Lumpur, Malaysia to lead the South-East Asia business units before returning to the United States headquarters in 2011 to lead global portfolios valued at US\$850MM for crop protection across global corn and soybean markets and Nitrogen Efficiency products until 2016.

From 2016 to 2022 Rob led the Australia/NZ/Japan/Korea Commercial Unit based in Sydney, Australia.

In these roles Rob has had the opportunity to travel extensively and work with industry partners and farmers in many Agricultural markets around the globe including South America, Asia, Europe, North America and ANZ.

In 2016, Rob returned to Australia to lead local businesses through the DowDuPont merger and integration through to the final formation of Corteva Agriscience on June 1, 2019.



## St John Craner (*pronounced “Sinjin”*)

Founder & Managing Director at Agrarian

St John Craner is the founder of Agrarian, who specialises exclusively in training and teaching Australian, New Zealand and US companies wanting to perform at a higher sales performance level using human-centred psychology.

St John is well-known round the traps and over the years has worked with and advised Vodafone, Bayer, DeLaval, MSD Merck, John Deere, Case IH, Nutrien, NuFarm, Elders, TruTest, Gallagher, Heiniger, DLF Seeds, CRV Ambreed and AON Agri to name but a few.

Whilst St John is well versed and respected in rural circles, all his sales principles still apply and are very relevant because whilst the sector you sell in might be different, the psychology is the same.

St John has a career from both sides of the fence as former Marketing Manager for Westpac and Contact Energy. He's also worked agency side for McCann Erickson and Young & Rubicam in the UK, Australia and New Zealand.

Nowadays his focus is more in sales - specifically sales psychology - helping retail re-sellers and rural companies bridge the gap between brand, sales and marketing.

St John is an avid blogger, podcaster and writes regularly for NZ Marketing, Idealog, Dairy Exporter, Farmers Weekly, Stuff and interest.co.nz, and is also a regular Chair and speaker on the Australian and NZ conference circuit.









Thursday 22<sup>nd</sup> August

08:15	Opening Video	
08:20	Conference Chair Opening	David Morey
08:25	<b>Think Differently: How to Continuously Improve Service, Workflow &amp; Teamwork</b>	Nina Sunday
10:00	<i>Wellbeing Break</i>	
10:30	<b>Think Differently: How to Continuously Improve Service, Workflow &amp; Teamwork</b> <i>continued</i>	Nina Sunday
11:40	<b>Conference Summary</b>	David Morey
11:50	Conference close	Mark Giffin
12:00	<i>Lunch on the run and travel home ports</i>	

GUEST SPEAKER

**Nina Sunday**

Brainpower Training Pty Ltd

Nina Sunday brings a wealth of experience from the corporate training world, where, as founder of Brainpower Training, Nina has spent a lifetime understanding how organizations operate, inspiring workshop participants to “think different”.

Author of “Workplace Wisdom for 9 to Thrive”, Nina is host of the popular podcast “Manage Self, Lead Others.” With an impressive Listen Score (LS) placing it in the top 5% globally, this show is a must-listen for aspiring and experienced People Managers. Tune in via Spotify, Apple Audible, etc.

In addition to qualifications in education and film and TV, Nina is accredited in the International Customer Service Standard, Prosci® Change Management, Design Thinking and Emotional Intelligence. On a life-long mission against boring training, Nina creates an interactive and engaging learning environment.









# DELEGATES

Adam Evans	Barellan	Branch Manager
Adrian Hayes	Coleambally	Branch Manager
Alex Greetham		Head Agronomy
Andrew Atley	Deniliquin	Branch Manager
Andrew Barber	Western Riverina	Field Services Manager - Broadacre
Andrew Bissett	VIC South West	Field Services Manager - Broadacre
Andrew Martin		Water Broking Manager
Andrew Maughan		Chairperson AGnVET Group
Andrew Newell	Mulwala	Branch Manager
Andrew Walker	NSW Northern & Western	Regional Manager
Anthony Hall	Narromine	Key Account Manager
Brendan Kelly	VIC Southern	Regional Manager
Brent Meincke	West Wyalong	Branch Manager
Brett Honeysett	Condobolin	Branch Manager
Brett Mcpherson	Cobram	Branch Manager
Cameron Beamish		Head Marketing
Cameron Forrest		Field Services Manager - Horticulture
Carla Devine		Chief Financial Officer
Clint Morey	Holbrook	Branch Manager
Craig Duff	Narromine	Branch Manager
Craig Whyte	Moama	Branch Manager
Darren Cooper	Leeton	Branch Manager
Darren Gibbs	Griffith	Branch Manager
Darren Simpson	Rutherglen	Branch Manager
Dave Starr	Wagga Wagga	Branch Manager
David Batty		Water Projects Manager
David Foug		Strategic Project Manager
David Jobling		Head Strategic Projects
David Morey	VIC Northern	Regional Manager
David Sly	Supply Chain	Category Manager - Fertiliser
Elizabeth Cook	Marketing	Graphic Designer / Marketing Specialist
Emil Somers	Shepparton	Branch Manager
Georgina Wright	Supply Chain	Category Manager - Agchem
Glen Hall	Coonamble	Branch Manager
Graham Robinson	Dubbo - Water	Business Development Manager
Grant Muller	Rokewood	Branch Manager
Guy Wailes	Yeoval	Branch Manager
Hannah Crosbie	Rochester - Water	Branch Manager
Hayley Glynn	Cumnock	Branch Manager
Heath Lomax	Wagga Wagga - Water	Branch Manager
Henrieta Longauer	Finance	Payables Team Leader
James Williams	IT	Infrastructure & Operations Manager
Jane Mawson	Water & Support Services	People & Culture Business Partner
Jason Holmes	Nyngan	Branch Manager
Jay Wilkinson	IT	Business Systems Analyst
Jemma Lambert	Ganmain	Branch Manager
Jessica O'Keeffe	Hay	Branch Manager
Jono Barnes	Eugowra	Acting Branch Manager



# DELEGATES

Josh Buerckner	Murray	Field Services Manager - Broadacre
Justin Hosie	Boree Creek	Branch Manager
Kate Veech	Warren	Branch Manager
Kerry Bourke	Henty	Branch Manager
Kim Wright		Safety, Health & Environment Manager
Lachlan Boyd	NSW Southern	Regional Manager
Lachlan Ford	Bourke	Branch Manager
Laurence Pearce	Murray Western	Field Services Manager - Broadacre
Leon Larsen	Wagga Wagga - Water	Business Development Manager
Leonie Furze	Supply Chain	Category Manager - Animal Health, General & Water
Luke Harrison		Business Manager Animal Health
Luke Rockliff	Tasmania - Water	Area Manager
Mandy Chocholowski	Finance	Payroll Manager
Mark Giffin		Managing Director
Mark Troth	Grenfell	Customer Service Officer
Matt Collingridge	Wagga Wagga	Key Account Manager
Matt Hamilton	Supply Chain	Category Manager - Agchem
Matt Mcrae	Wellington	Acting Branch Manager
Matthew Gould	Murray Eastern	Field Services Manager - Broadacre
Matthew Pell	Supply Chain	Category Manager - Agchem
Mick Harris	NSW Northern	Field Services Manager - Broadacre
Nathan Irwin	Gilgandra	Branch Manager
Nathan Stoll	Mangoplah	Branch Manager
Nick Hall	Bridgewater	Branch Manager
Paul Gerrard		Head Supply Chain
Pauline Macdonald	Tech Services	Tech Services Manager
Peter Wykes	Junee	Branch Manager
Phil Gray	NSW Central West	Field Services Manager - Broadacre
Rebecca De Pinto		Head People & Culture
Russell Heanes	Culcairn	Branch Manager
Rusty Horinek	Finance	Commercial Manager Pricing
Samuel Maroulis		Business Manager Water
Sarah Wright	Trundle	Branch Manager
Scott Barrass	Dubbo	Branch Manager
Scott Haynes	AGnVET RURAL	Operations Manager
Spiro Kambouris		Chief Information Officer
Stephen Mark	Finance	Financial Accountant
Steven Thomas	Ballarat	Key Account Manager
Steven Walker	NSW Central	Regional Manager
Tennelle Scagliotti	IT	App Project Manager
Tim McMahon	Dubbo	Account Manager
Tony Elliott	Grong Grong	Branch Manager
Tracy Gadbury	VIC Northern & Southern	People & Culture Business Partner
Troy Male	Corowa	Branch Manager
Veronica Nilsson	Lake Cargelligo	Branch Manager
Wayne Monson	Jerilderie	Branch Manager
Wes Wheelhouse	Supply Chain	Category Manager - Fertiliser
Will Gordon	Penshurst	Branch Manager

# OUR SUPPORTING PARTNERS



ADAMA

